

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV.

1201-56310-1

DATE PRINTED

08/21/12

AND

PAGE 1

6989	AGENCY (OR SERVICE) ACTING AS AGENT FOR 322386		ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	MUNDY KATOWITZ MEDIA		PRIORITIES USA ACTION	
AND	1322 G St SE		1101 15th St NW Lbby 2	
ADDRESS	Washington	DC 20003-3021	Washington	DC 20005-5002
	USA		USA	
CONTACT			PRODUCT PUSA ACTION TV/CABLE 8/21-27	
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO. 1521	PRODUCT CODE	1310
NATIONAL SALESPERSON				
BROADCAST SCHEDULE STARTING 08/21/12 AND ENDING 08/27/12 NO. WEEKS: 1				

Cancellation Notice
Required
Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY PRIORITES USA										
1 30 MIN SEP	01110..	3	05:58A	07:00A	30S	08/21/12-08/23/12	THIS MORNING 6-7AM	3	600.00	1800.00
2 30 MIN SEP	M	1	05:58A	07:00A	30S	08/27/12-08/27/12	THIS MORNING 6-7AM	1	600.00	600.00
3 30 MIN SEP	01111..	4	07:00A	09:00A	30S	08/21/12-08/24/12	THE EARLY SHOW	4	325.00	1300.00
4	M	1	07:00A	09:00A	30S	08/27/12-08/27/12	THE EARLY SHOW	1	325.00	325.00
5	W	1	09:00A	09:30A	30S	08/22/12-08/22/12	PITTSBURGH LIVE	1	165.00	165.00
6	M	1	09:30A	09:57A	30S	08/27/12-08/27/12	PITTSBURGH LIVE	1	165.00	165.00
7 30 MIN SEP	01111..	4	10:58A	11:58A	30S	08/21/12-08/24/12	PRICE IS RIGHT	4	500.00	2000.00
8 30 MIN SEP	01111..	4	11:58A	12:30P	30S	08/21/12-08/24/12	NOON NEWS	4	500.00	2000.00
9 30 MIN SEP	F	1	12:30P	02:00P	30S	08/24/12-08/24/12	CBS SOAPS 1230-2P	1	365.00	365.00
10 30 MIN SEP	01010..	2	02:00P	02:57P	30S	08/21/12-08/23/12	THE TALK	2	250.00	500.00
11 30 MIN SEP	W	1	05:30P	06:00P	30S	08/22/12-08/22/12	530-6PM NEWS	1	800.00	800.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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			FROM	TO						
12 Th 30 MIN SEP		1	05:58P	06:30P	30S	08/23/12-08/23/12	M-F 6PM NEWS	1	800.00	800.00
13 00101.. 30 MIN SEP		2	11:35P	12:37A	30S	08/22/12-08/24/12	11:35P-12:37A - LETTERMAN	2	375.00	750.00
14 01010.. 30 MIN SEP		2	12:35A	01:37A	30S	08/21/12-08/23/12	THE LATE LATE SHOW W/CRAIG	2	150.00	300.00
15 Sa 30 MIN SEP		1	05:58A	07:58A	30S	08/25/12-08/25/12	SAT. MORN. LOCAL NEWS	1	200.00	200.00
16 Sa 30 MIN SEP		1	06:00P	06:30P	30S	08/25/12-08/25/12		1	350.00	350.00
17 Sa 30 MIN SEP		1	07:00P	07:30P	30S	08/25/12-08/25/12	SAT 7PM NEWS	1	350.00	350.00
18 Su 30 MIN SEP		1	08:58A	10:28A	30S	08/26/12-08/26/12	CBS SUN MORN	1	325.00	325.00
Total Contract:								32		13095.00
Billing Summary										
Qtr 3-12						Jul	Aug	Sep	Total	
						.00	11655.00	1090.00	12745.00	
GRAND TOTAL									12745.00	

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